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July 14, 2005

Commissioner for Patents  
Alexandria, VA 22313-1450

**Re: U.S. Patent Application Serial No. 10/669,791**  
**For: SYSTEM AND METHOD FOR SEGMENTING AND**  
**TARGETING AUDIENCE MEMBERS**  
**Our Reference No: 54820-00602**

Dear Sir:

Transmitted herewith for filing in the U.S. Patent and Trademark Office in connection with the above-referenced application are the following documents:

- (1) Supplemental Information Disclosure Statement (2 pages); and
- (2) PTO/SB/08A (1 page).

This Information Disclosure Statement is being submitted before the mailing of a first Office Action on the merits. No certification or fee is required.

Please date-stamp the enclosed copy of this letter, acknowledging receipt of the above-identified documents, and return it to us.

Sincerely yours,

CHRISTOPHER M. TOBIN, Reg. No. 40,290

Enclosures

CMT/la



**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

APPLICANT: Joseph G. Wilson  
APPLICATION NO.: 10/669,791  
FILING DATE: September 25, 2003  
TITLE: System and Method for Segmenting and Targeting Audience Members  
EXAMINER: Unknown  
GROUP ART UNIT: 2154  
ATTY. DKT. NO.: 54820-00602

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Commissioner for Patents  
Alexandria, VA 22313-1450

**Supplemental Information Disclosure Statement**

Dear Sir:

In accordance with the provisions of 37 C.F.R. §§ 1.56, and 1.97-1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached form PTO/SB/08A. These references may be material to the examination of this application, and therefore there may be a duty to disclose.

The filing of this Supplemental Information Disclosure Statement shall not be construed as a representation regarding the completeness of the list of references, or that inclusion of a reference in this list is an admission that it is prior art or is pertinent to this application, or that a search has been made, or as an admission that the information listed is, or may be construed to be, material to patentability, or that no other material information exists, and shall not be construed as an admission against interest in any manner.

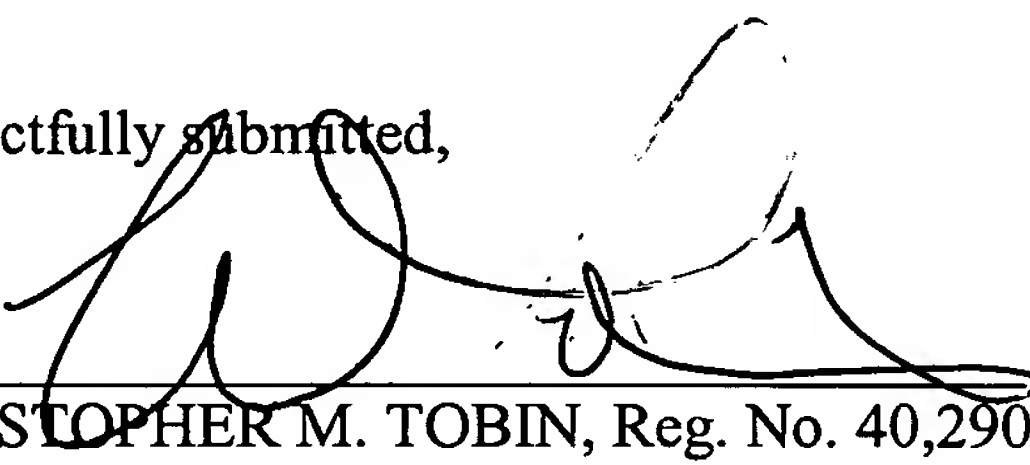
It is respectfully requested that the references be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Supplemental Information Disclosure Statement is being submitted before the mailing of a first Office Action on the merits. Applicants submit that no certification or fee is required for consideration of this Information Disclosure Statement.

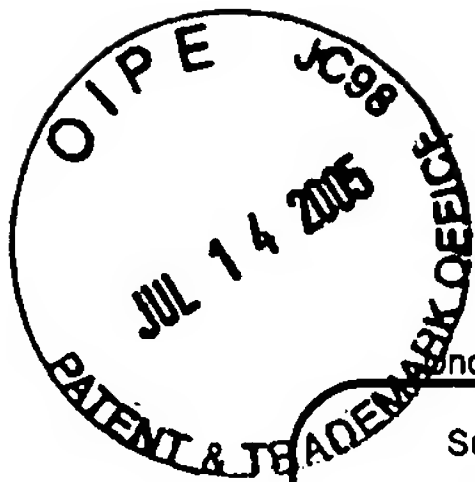
If any additional fees are required, the Commissioner is hereby invited to contact Applicants' undersigned representative to arrange payment.

Date: July 14, 2005

Respectfully submitted,



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Substitute for form 1449/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet

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of

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**Complete if Known**

Application Number	10/669,791
Filing Date	September 25, 2003
First Named Inventor	Joseph G. Wilson
Art Unit	2154
Examiner Name	Unknown
Attorney Docket Number	54820-00602

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 6,763,386	07/13/2004	Davis et al.	
		US- 6,108,637	08/22/2000	Blumenau	
		US- 6,115,680	09/05/2000	Coffee et al.	
		US- 5,675,510	10/07/1997	Coffee et al.	
		US- 5,796,952	08/18/1998	Davis et al.	
		US- 6,138,115	10/24/2000	Agrawal et al.	
		US- 6,643,696	11/04/2003	Davis et al.	
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**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				

Examiner  
Signature

Date  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.